

SK TELECOM CO LTD  
Form 6-K  
March 23, 2015

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**Form 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER**  
**PURSUANT TO RULE 13a-16 OR 15d-16 OF**  
**THE SECURITIES EXCHANGE ACT OF 1934**  
**FOR THE MONTH OF MARCH 2015**

**Commission File Number: 333-04906**

**SK Telecom Co., Ltd.**

**(Translation of registrant's name into English)**

**11, Euljiro2-ga, Jung-gu**

**Seoul 100-999, Korea**

**(Address of principal executive office)**

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Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F  Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1):

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7):

**Notice of Change of CEO**

1. Details of Change	Before the Change After the Change	Ha, Sung-Min Jang, Dong-Hyun
2. Reasons for Change		Approval of Jang Dong-Hyun as executive director at the 31 <sup>st</sup> Annual General Meeting of Shareholders
3. Date of Change		March 20, 2015
4. Other references useful for making investment decisions [Profile of the Newly Appointed CEO]		Date of change is the date of the AGM

Name	Relationship with the Largest Shareholder	Profile
Jang, Dong-Hyun	None	<ul style="list-style-type: none"> <li>· <b>Education</b></li> <li>- Master in Industrial Engineering, Seoul National University</li> <li>- Bachelor in Industrial Engineering, Seoul National University</li> <li>· <b>Career</b></li> <li>- CEO of SK Telecom (Current)</li> <li>- COO of SK Planet (2013 - 2014)</li> <li>- CMO of SK Telecom (2011 - 2013)</li> <li>- CFO and Executive Vice President of the Strategy and Planning Division of SK Telecom (2010 - 2011)</li> </ul>

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**SK TELECOM Co., LTD.**  
*(Registrant)*

By: /s/ Soo Cheol Hwang  
*(Signature)*

Name: Soo Cheol Hwang

Title: Senior Vice President

Date: March 23, 2015